

Web and Digital Marketing Specialist /Working Title Communications Specialist -Senior /Class. Title

Under the general direction of the Technology and Customer Services Supervisor, the Web and Digital Marketing Specialist manages the design, development and maintenance of the Department of Tourism's consumer website TravelWisconsin.com, its business to business websites, email communications, and other digital marketing channels.

This position serves as a strategic project manager, working with vendors specializing in website development and design and digital communications. The Web and Digital Marketing Specialist works with in-house marketing, public relations, social media and customer service staff and the Department of Tourism's advertising agency of record to integrate marketing initiatives and content across all digital channels. This position is responsible for reporting end-result measurement for web and digital marketing.

This position requires knowledge of current online, digital and content management strategies and an understanding of the technical and creative processes related to web and email design. Position requires the ability to integrate marketing and branding initiatives in the digital space.

This position will work out of the Department of Tourism's central office located in downtown Madison.

60% A. Coordinate the design, development, implementation and evaluation of Department's web and digital strategies.

A1. Manage the work of the Department's web design and development firm and provide them with strategic direction for web design, web based tools, and integrated marketing. Use analytics, metrics and collaboration with Dept. staff to guide strategy.

A2. Research analytics and provide recommendations to help drive the overall content strategy for Department websites, photography, video and written content. Publish content (photography, articles, etc.) to websites.

A3. Work directly with web design firm to coordinate maintenance projects, plan and implement enhancements such as user's tools, design updates and other changes to Department websites.

A4. Work with Dept. staff to complement and support advertising, public relations and social media initiatives with appropriate web content and tools.

A5. Oversee development of Search Engine Optimization Strategies (SEO) with vendor and implement SEO tactics.

A6. Respond to requests from users or the tourism industry on technical questions related to the website and digital communication channels.

A7. Monitor vendor project estimates and make recommendations to supervisor for approval.

A8. Analyze metrics reports to make recommendations that will improve the user experience and increase traffic, pageviews, engagements, call-to-actions and other digital measurements.

25% B. Coordinate digital and email communication distribution.

B1. Work with Dept. staff and vendors to develop, coordinate and distribute content through various online channels such as email, SMS and RSS.

B2. Work with Dept. Staff and vendors to develop strategies to increase digital and email user engagement and subscribers.

B3. Monitor email communication performance to identify potential opportunities and make recommendations for improvements.

B4. Lead Quality Assurance testing process to ensure standards are met.

10% C. Serve as information resource for web and digital communication

C1. Research and keep current on digital and web technologies, standards and best practices. Make recommendations to improve user engagement and experience.

C2. Participate in meetings with Dept. staff to plan and provide updates on web and digital communication activities.

C3. Assist in preparing reports and presentations on strategic plans, and metrics to Dept. staff, Governor's Council on Tourism, tourism industry and other audiences.

5% D. Other duties as assigned.

D1. Assist with coordination of shared services with Department of Enterprise Technology.

Knowledge, Skills and Abilities

1. Thorough knowledge of web development tools, processes and design principles.
2. Coursework or training in marketing, communications, or related field and practical experience in digital marketing or web project management.
3. Experience managing web and digital marketing projects and/or vendors.
4. Experience with digital communications platforms including email.
5. Conversant in SEO, web analytics, web technology, mobile campaigns, community engagement and the concepts of creative branding.
6. Understanding of integrated marketing strategies, brand development and content marketing strategies.
7. Experience using Adobe Creative Suite (Photoshop/Fireworks/Illustrator/InDesign), content management tools and publishing online content and proficiency in Microsoft Office Products
8. Strong critical thinking, problem solving and analytical skills.
9. Ability to work independently and as part of an integrated marketing team.
10. Detail-oriented; able to prioritize and meet deadlines.